

PATENT SPECIFICATION



Convention Date (Switzerland): June 11, 1923.

217,587

Application Date (In United Kingdom): June 10, 1924. No. 14,069/24.

(Patent of Addition to No. 182,794: July 4, 1921.)

Complete Accepted: Nov. 13, 1924.

COMPLETE SPECIFICATION.

Improvements in Illuminated Advertisements.

I, ARNOLD WUILLEMIN, of 1, rue Ph. Berthelier, Geneva, Switzerland, a citizen of the Republic of Switzerland, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The present invention refers to an apparatus intended to illuminate coloured pictures serving for advertising purposes, and comprises an improvement in or modification of the invention claimed in the parent Specification No. 182,794. The improved illuminated advertisement apparatus according to the present invention comprises a Ferrari's motor combined with a transparent disc, parts of which are successively exposed to a source of light, the disc being provided with several sectors that are of the same colour as component parts of the advertisements to be illuminated, so that on moving the disc certain parts of the advertisement seem to disappear.

The annexed drawing represents as an example one form of execution of the present invention,

Fig. 1 is an elevation and

Fig. 2 a ground plan

Mounted upon the pedestal *a* is an electro-magnet *b* with several pole-shoes *c*. A disk *d* of conducting material is rotated above the electro-magnet and is connected fast to a vertical shaft *e*, which carries at its upper extremity a worm, working in combination with a toothed wheel that is fast on a horizontal shaft *f*. This shaft carries a glass disk *g* having variously-coloured sectors. The whole is enclosed in a casing (not illustrated) provided with an aperture and containing an electric lamp placed behind the glass disk.

The rotation of the disk *d* causes also the glass disk *g* to rotate, so that the various coloured sectors of the latter come successively in front of the lamp. The light so transmitted is employed to illuminate coloured advertisements or pictures that are made up of the same colours as disk *g*. If, for example, the advertisement represents a football player, with red breeches and a green jacket, the glass disk *g* will be coloured red as to one half of its surface and green as to the other half. If the red portion is in front of the lamp, the red breeches of the player will disappear, whereas on the other hand the green jacket will become invisible when the green sector of the disk *g* is in front of the lamp, the other colour in the picture being visible in both cases.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

An illuminated advertisement apparatus comprising a Ferrari's motor combined with a transparent disk parts of which are successively exposed to a source of light, the disk being provided with several sectors that are of the same colour as component parts of the advertisements to be illuminated, so that on moving the disk certain parts of the advertisement seem to disappear.

Dated the 10th day of June, 1924.

ANDREWS & BEAUMONT,

Agents for the Applicant,

201—6, Bank Chambers,

29, Southampton Buildings,

Chancery Lane, London, W.C. 2.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1924.

[Price 1/-]

Fig. 1.

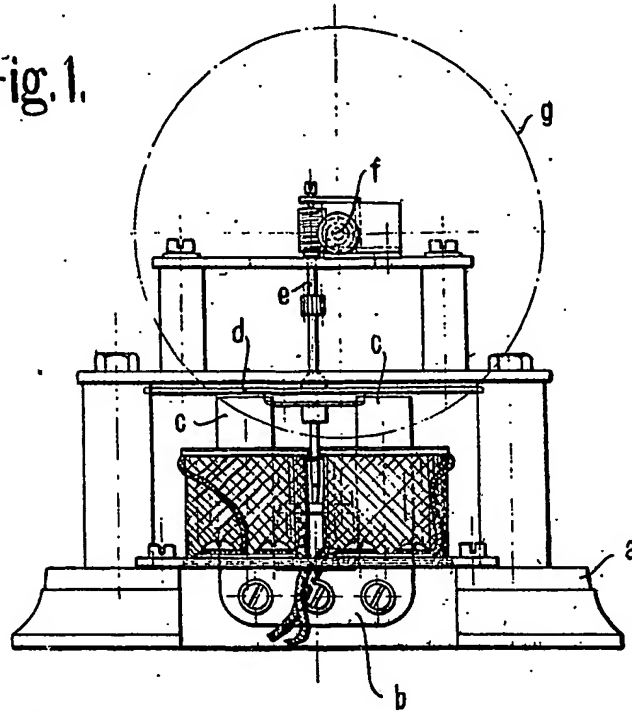
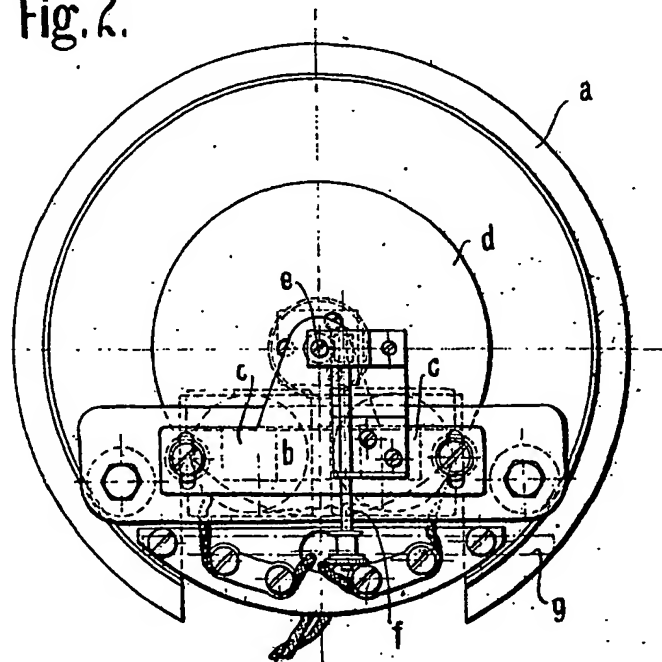


Fig. 2.



[This Drawing is a reproduction of the Original on a reduced scale]